

CLAIMS

What is claimed is:

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1 1. A method comprising:
2 updating bidding information associated with an item in a online environment to
3 reflect a current bid associated with the item in a live, in-person auction;
4 accepting a bid from an online bidder in the online environment reflecting the
5 online bidder's maximum proxy price; and
6 bidding on behalf of the online bidder against one or more live bidders that are
7 participating in the live, in-person auction based upon the maximum proxy
8 price.

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1 2. The method of claim 1; wherein said bidding on behalf of the online bidder
2 comprises bidding an amount that exceeds the current bid so long as the
3 maximum proxy price has not been exceeded and so long as the current bid is not
4 that of the online bidder.

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3 3. The method of claim 1, further comprising:
4 prior to the live, in-person auction, establishing a starting bid for the item by
5 performing a pre-auction bidding process in the online environment for a
predetermined amount of time; and
communicating the starting bid for the item to the live, in-person auction.

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1 4.

A method comprising:

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establishing a starting bid for an item for a live portion of an auction by

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performing a pre-auction bidding process in an online environment for a

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predetermined amount of time;

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communicating the starting bid for the item to the live portion of the auction; and

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during the live auction portion of the auction

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updating bidding information associated with the item in the online

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environment to reflect a current bid associated with the item in the

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live portion of the auction,

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accepting a bid from an online bidder in the online environment reflecting

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the online bidder's maximum proxy price, and

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bidding against one or more live bidders that are present at the live auction

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portion of the auction until the maximum proxy price has been

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met.

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5.

A computer system comprising:
a storage device having stored therein a one or more routines for integrating an
online bidding process with a live portion of an auction;
a processor coupled to the storage device for executing the one or more routines to
provide feedback to online bidders in an online environment during the
live portion of the auction and serve as a proxy bidder for the online
bidders, where:
a starting bid is established for an item for the live portion of the auction
by performing a pre-auction bidding process in the online
environment for a predetermined amount of time;
feedback is provided to the online bidders by updating bidding information
associated with the item in the online environment to reflect a
current bid associated with the item during the live portion of the
auction, and
proxy bidding is accomplished by accepting a bid from one or more of the
an online bidders reflecting the online bidders' maximum proxy
price and bidding on behalf of the one or more online bidders
against one or more live bidders participating in the live portion of
the auction until each of the one or more online bidders' maximum
proxy price has been met.

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1 6. A machine-readable medium having stored thereon data representing sequences of
2 instructions, the sequences of instructions which, when executed by a processor,
3 cause the processor to perform the steps of:
4 establishing a starting bid for an item for a live portion of an auction by
5 performing a pre-auction bidding process in an online environment for a
6 predetermined amount of time;
7 communicating the starting bid for the item to the live portion of the auction; and
8 during the live auction portion of the auction
9 updating bidding information associated with the item in the online
10 environment to reflect a current bid associated with the item in the
11 live portion of the auction,
12 accepting a bid from an online bidder in the online environment reflecting
13 the online bidder's maximum proxy price, and
14 bidding against one or more live bidders that are present at the live auction
15 portion of the auction until the maximum proxy price has been
16 met.

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